

U.S. Ocean Action Plan
Gulf of Mexico Regional Partnership

Gulf of Mexico Alliance

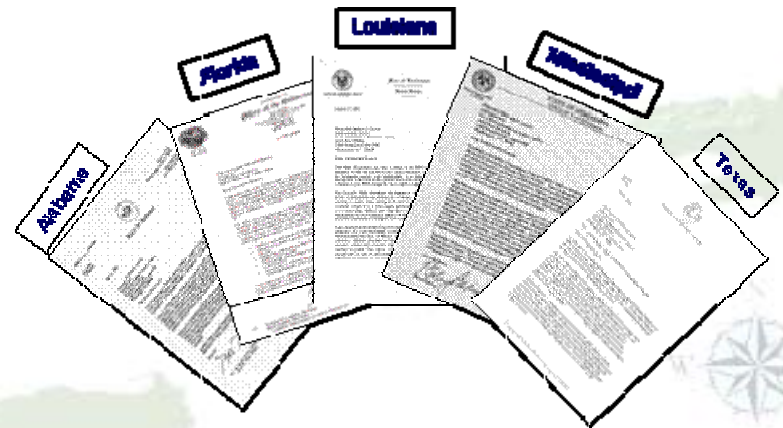


Action Plan Development Workshop
August 10-11, 2005

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USOAP Charge

- Explore partnership opportunities for key priorities in the Gulf of Mexico with appropriate regional representatives in spring 2005
- The five Gulf of Mexico states have identified regional strategic priorities:
 - Reductions in nutrient loading
 - WQ, healthy beaches and shellfish beds
 - Coastal wetland restoration
 - Identification of Gulf habitats for management
 - Environmental education



Organizational Framework



Guiding Principles ...

- A **state-led process**; federal agencies respond to state-identified regional needs
- The ***Action Plan* is a starting point** to anchor state-federal partnership
- Connaughton, CEQ Chairman – “identify **bite-sized chunks**”
- A **long-term partnership** between states and federal agencies
- **Complement existing partnership frameworks**
- **Overcome traditional impediments** to federal, federal-state, state-to-state integration
- **Engage other organizations** (e.g., business and industry, Regional Associations)
- Federal support should provide Gulf managers with “**information and knowledge**” rather than just “**data**”

Why Are We Here Today?

- Draft the *Gulf Alliance Action Plan*
 - 24-36 month implementation horizon
- Elicit more specificity on Gulf state needs to facilitate an “actionable” federal response
- Why an *Action Plan*?
 1. Accomplish forward progress within the five focus areas within the next 2 to 3 years
 2. Establish a long-term partnership, and infrastructure complementary to existing partnership networks, to accomplish forward progress beyond the next 2 to 3 years
 3. Bring national attention to the Gulf of Mexico region, with the endpoint of increasing regional environmental funding on par with the Great Lakes and Chesapeake Bay



Decision Criteria Driving Action Plan Development

- Remember your target audience:
 - Gulf state governors
 - CEQ and other senior Bush administration representatives
- Will it generate the interest and support of the Gulf state governors?
- Will it resonate with the public – how does it improve the quality of their life?
- Make forward progress and a difference the public will appreciate – do not have to solve world hunger.
- Are actions “actionable”?
 - Can you identify why it’s needed?
 - Can you identify who may be responsible for undertaking the action (e.g., state, federal, etc.)
 - How can you tell when the action has been achieved?
 - Can you measure its success?

Action Plan Structure

- Introduction
- One chapter per strategic priority
- Effort needed to cross-reference and integrate actions across 5 strategic priorities

Action Plan Structure, cont.

- Plan terminology
 - **Strategic priority:** an issue of great importance
 - Protect and enhance human health and the economy through measurable improvements in water quality within five years, ensuring safe bathing experiences at Gulf beaches, maintaining healthy Gulf seafood, and protecting the coastal ecosystems that provide Gulf residents a high quality of life. (WQ)
 - **Strategic objective:** a specific result in order to address a strategic priority
 - Review, revise, and/or develop high quality K-20 environmental education curricula based on sound science and align these resources with the *National Science Education Standards* (Education)
 - **Goal:** short- or mid-range target providing critical *measures of success*
 - Establish a Gulf States Restoration Workgroup ... to share common restoration strategies ... by October 2005 (Restoration)
 - **Targeted action:** task for completion by specific partner to accomplish a strategic objective
 - USGS will



Breakout Team Recommendations:

Considerations in Establishing Strategic Objectives:

- Integrate monitoring efforts and data management
 - Reduce nutrient loads and enhance decision-making
 - Improve effectiveness and coordination in existing programs.
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- Do strategic objectives flow logically & “support” completion of the super goal?*
 - Are they actionable? Achievable?*
 - What are the target dates? Lead(s)?*
 - What support is being sought from the Feds?*

Discussion Example: **Nutrient Loading**

Strategic Objective: Integrate (Federal, State, Local) Monitoring Efforts and Data Management

Targeted Actions:

- **Schedule? (Complete) multiple (how many?) nutrient workshops (to do what about the strategic objective?)**
- **Standardize format and retrieval across databases. (Good)**
(Target date – Lead(s)?)
- **Create centralized database for Gulf-wide nutrient data (Good)**
(Target date – Lead(s)?)

Breakout Team Recommendations (Continued):

Strategic Objectives:

Suggested Boundary – Focus on 5 or less priority actions for each priority area

- 1 per State per objective
- If all agree to 1 overarching action, then place your focus on that 1

Ensure Consistent Wording

- Super Goal
- Strategic Objective
- Targeted Action

Charge to Breakout Groups

- Review and edit draft Strategic Priority, Strategic Objectives, Goals, and Targeted Actions
- Focus on “actionable” statements
- Get the concepts down – avoid word smithing
- Prepare for Thursday plenary presentation by state lead (or designee):
 - Review draft *Action Plan* chapter
 - Describe uncertainties
 - Identify challenges, opportunities and cross-cutting themes
 - Solicit feedback and other ideas
 - Look for integration opportunities with other focus areas



Charge to Breakout Groups

- Roles of support staff:
 - Traffic cop and timekeeper
 - Real-time document editor
 - Detailed note taker
- Floaters
 - Laura Cantral, plenary facilitator
 - Jack Hayes and Bryon Griffith, at the request of state leads